



A NEW BEGINNING

ENTREPRENEURSHIP & BUSINESS INNOVATION



A NEW BEGINNING: **Entrepreneurship and Business Innovation**

President Obama announced this special initiative at the April 2010 Summit on Entrepreneurship in Washington, D.C. In recognition of entrepreneurship as a driver of job creation and economic growth, A New Beginning (ANB) builds ties between American entrepreneurs and entrepreneurs from around the globe.



A NEW BEGINNING: **Building Networks**

This is the third year of a four-year initiative organized through the U.S. Department of State's International Visitor Leadership Program. Each year the initiative brings 30 leading entrepreneurs to the United States to exchange best practices with American business owners, investors, government officials, educators and other business stakeholders. A New Beginning is designed to:

- Create networking opportunities to share innovative entrepreneurial business strategies
- Highlight the variety of market niches served by successful entrepreneurs and innovators
- Explain partnerships that link capital, business development services and market access
- Introduce social entrepreneurs who are filling gaps between government and the private sector

The Department of State partners with the Entrepreneurs' Organization (EO), a network of 8,000 business owners in 40 countries, to implement A New Beginning. EO engages participants in these interactive sessions:

- Business seminars on strategy, sales and marketing, human resources, and finances
- Small group forums in which participants and U.S. entrepreneurs share growth strategies
- Peer-to-peer exchanges matching each participant with a U.S. entrepreneur engaged in a similar business enterprise

A NEW BEGINNING 2012: **September 24–October 12**

A New Beginning opens in Washington, D.C. Next, the delegation forms two subgroups that visit Denver, CO or Portland, OR. The delegation reunites in Dallas, TX, and then concludes the project in New York, NY.

ALUMNI REFLECTIONS ON THE ANB EXPERIENCE: **An inspiration for action and sharing**

- A participant from Bahrain said ANB gave her the “right motivation” to run for Parliament, and today she is one of only three women serving in the Parliament of Bahrain.
- A participant from Uganda credits ANB for his success in opening a new dairy, expanding the community of farmers he employs.
- A participant from Brunei decided to franchise her restaurant business and was asked by the government of Brunei to create a franchise association to help grow the national economy.
- More than 20 ANB alumni maintain regular communication with each other to share experiences and offer support as they grow their businesses.

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